

# **NW WISCONSIN REGIONAL FOOD NETWORK**

<http://www.uwex.edu/ces/cty/barron/cnred/foodnetwork.html>

(Meeting information, web links)

<http://www.wifarmfresh.org/index.cfm>

(Farm Fresh Atlas applications on-line, due early February)

## **AN OCCASIONAL NEWSLETTER**

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### **AGENDA FOR JANUARY 17TH, 2007 MEETING**

Meeting to include another spectacular home-made dinner by ON FIRE OVENS! at the Boyceville Community Center in Boyceville, WI. This is a low brick building at 1233 Charlotte St. (corner of hwy 79 and Charlotte two blocks South of hwy 79 and 170 intersection - approximately 30 minutes drive from Barron and Eau Claire; 1 hr. from River Falls)

Suggested donation \$10 for dinner; attendees also expected to assist with clean up. If you are low on cash we understand – nobody will go hungry! Please RSVP to 715.537.6250 or email [andrew.dane@ces.uwex.edu](mailto:andrew.dane@ces.uwex.edu) so Jenny knows how much food to prepare for dinner...or just show up if its last minute – there is always enough to go around

*The focus of the night will be on cluster group discussions*

- 1) Introductions and Eat Dinner and Finalize Agenda
- 2) CLUSTER BREAK OUT TIME – goals, strategies, actions
- 3) Report/Discussion from Networking/Sharing group
- 4) Report/Discussion from Outreach/Marketing group
- 5) Local Food Summit – where do we go from here?

- 6) John E Ikerd dinner
- 7) Set next meeting date, list agenda items

**MINUTES FROM NOVEMBER 15<sup>TH</sup> 2006 MEETING**

Minutes have been posted to the website. a summary below:  
Northwest Wisconsin Regional Food Network Meeting Minutes  
November 15th, 2006  
Barron County Courthouse

Thanks Jane for sending along the November minutes. They can be downloaded in their entirety off the NWRFN web page. A brief summary:

Jenny Elliot served a great meal for the 28 attendees including rice pilaf and mushroom stroganoff, rigatoni and marinara sauce, homemade rolls and even apple pie and ice cre

Ann Woods discussed the role of a business plan and feasibility study to establish the viability of a cooperative and give it direction.

At 7:30 everyone broke into cluster groups to discuss goals and action points. The topic of community capital was also discussed. Groups were encouraged to list the material and experiential assets they share.

The outreach/marketing chair, Tracy Mofle, encouraged folks to join Yahoo Groups, which can be accessed through the web page.

**MINUTES FROM DECEMBER 13<sup>TH</sup> 2006 MEETING**

Minutes have been posted to the website. a summary below:  
Northwest Wisconsin Regional Food Network Meeting Minutes  
December 13th, 2006  
Barron County Courthouse

6:00pm Jenny Elliot served another great meal for twenty-three attendees.

Matthew Aamot from Wisconsin Growers made a presentation talking about his work with 9 Amish growers around the Mondovi area.

Kevin Edberg, director of Cooperative Development Services

Kevin was formerly with MN dept. of Ag. CDS began 20 yrs. Ago in Madison. The focus of his talk is on the process of forming a cooperative.

He began by stating that first a group of people want to do something. They form a steering committee to research the idea. One of the early steps is to form a “dream team” comprising experienced, trusted, geographically dispersed, mixed gender people to begin really looking at the idea.

Step 1: Feasibility study. What are the range of conditions under which some things will work. What is the market? What is the competition? What opportunities exist? What technologies? What are the operational considerations, in terms of management, employees, etc...?

Step 2: Business plan. Focuses on one scenario of the feasibility study.  
YES/NO decision point

Step 3: Equity drive. Kevin recommends not incorporating until end of the cooperative formation process. If you must, he recommends a temporary solution.  
YES/NO decision point

Step 4: Implementation. Note the steering committee is done when the co-op is formed. They may be asked to sit on the board.

Step 5: CEO, staff responsible for organization

CDS role in cooperative formation. They help people walk through the process. Help people find money. Brief discussion of value added producer grant. Up to 300K for working capital. Up to 100K for planning, feasibility, business plan.

Bottom line-if there are enough growers interested in forming a co-op and able to raise 5K, an additional 25K in grants/in-kind have been identified to proceed with a feasibility study/business plan. Need to keep CDS posted so they can make sure to spend these \$'s they have set aside for this year.

10:00pm - adjourned

#### **RISK MANAGEMENT EDUCATION GRANT UPDATE**

Several cluster groups have been formed to develop goals and strategies as part of the Risk Management Education Grant. A web page has been created for the project linked from our homepage where you can find contact information (also below) and other resources to assist you.

##### **Herbs and Flowers**

Renne Sobberg  
W3832 850th Ave  
Spring Valley WI  
715 425 8365  
[sobergherb@baldwin-telecom.net](mailto:sobergherb@baldwin-telecom.net)

##### **Healthy Meats**

Mike Brenna  
Little Horseshoe Farm  
243 - 140th Ave.  
Turtle Lake WI  
(715) 986-2314  
[mvbrenna@centurytel.net](mailto:mvbrenna@centurytel.net)

##### **Agri-tourism**

Rose Bruncilik

##### **Dairy Diversification**

Tim Jergenson

On Twin Lakes  
2522 28th Ave Birchwood WI  
715 354-3210  
[ontwinlakes@centurytel.net](mailto:ontwinlakes@centurytel.net)

[tim.jergenson@ces.uwex.edu](mailto:tim.jergenson@ces.uwex.edu)  
715 537 6250

### **Ethnic Meats**

Judy Moses  
Shepard Song Farm  
N12835 Cty Rd Q  
Downy, WI  
715.265.7637  
efarmgate@direcway.com  
[jmoses@pacer.org](mailto:jmoses@pacer.org)

### **Vegetables and Fruits**

Maurice Smith  
1346 161/2 Ave  
Barron WI  
715 537-3307  
[maurice@chibardun.net](mailto:maurice@chibardun.net)

### **BUY LOCAL, BUY WISCONSIN PROPOSAL**

We have been asked by the Michael Fields Institute to draft a letter in support of the proposed Buy Local, Buy Wisconsin program. At our December meeting I circulated a letter for signatures but it got lost in the shuffle. If you have it, please bring along to our January meeting.

### **1<sup>ST</sup> WISCONSIN LOCAL FOOD SUMMIT**

Around one dozen NWRFN members attended. For more on local food initiatives:  
<http://aic.uwex.edu/localfood.cfm>

### **YOUR INPUT NEEDED FOR MOSES-LED ORGANIC WORKSHOPS**

We have been asked to share our thoughts on topics and possible dates for organic workshop(s) in our area. They can be customized to meet our needs.

### **NEWS TO SHARE**

Over the past couple months I have begun looking more closely into the work that is happening in Iowa around local food system development. I became aware of this work through several NWRFN members, in particular Don Roberts. Below are a few links that are worth checking out.

<http://www.uni.edu/ceee/foodproject/>

<http://www.leopold.iastate.edu/>

<http://www.grownlocally.com>

[www.practicalfarmers.org/](http://www.practicalfarmers.org/)

<http://www.extension.iastate.edu/allamakee/info/local+food.htm>

An interesting website - a bit dated but several papers and resources for promoting local food system development: <http://www.statefoodpolicy.org/index.htm>

A nice summary picture of rural Wisconsin – some good graphics and possibly pertinent information: <http://www.rupri.org/resources/rnumbers/states/Wisconsin.pdf>

Green Consumers: A Growing Market for Many Local Businesses (November 2006, No. 123) Let's Talk Business: <http://www.uwex.edu/ces/cced/publicat/letstalk.html>

A note from Stasha Marsh, WITC marketing intern:

Hello everyone! I just wanted to let each of you know how much I enjoyed working with the Northwest Wisconsin Regional Food Network. Thank you for providing this great learning opportunity and for letting me add my contributions. I posted the marketing campaign files on the Yahoo site so anyone can utilize them. I hope we're able to work together again in the future. Thank you, Stasha Marsh

A note from Randy Stoecker, UW-Extension: Thanks to everyone for letting me spend time with you up in Rice Lake. I look forward to hearing about your progress. One reflection I have from that day is how impressed I was with the speed with which you moved into the planning process. You also all did a great job of developing doable, organizable, specific goals. My bet is you will meet most of those goals by the end of the grant. Your challenge, then, will be to also use this time to come up with the less doable, harder to organize, and more long-range goals that will allow you to build momentum and extend your reach to apply for other grants. Perhaps we can all meet again as you get further along to talk about that. Randy

#### **UPCOMING EVENTS**

##### **The Wisconsin School for Beginning Market Growers**

Emphasizing Organic Production Methods and Direct Marketing

January 19-21, 2007

UW-Madison

<http://www.cias.wisc.edu/marketgrower.php>

##### **2007 Midwest Value-Added Conference**

January 26, 27, Red Wing, MN

<http://www.rivercountryrcd.org/valad.htm>

##### **Rural and Urban Life Gathering**

Tony Ends has put together quite a line up for this gathering.

Shalom Retreat Center

February 1-2, Dubuque, Iowa

<http://cclpmidwest.org/>

##### **NW Wisconsin Graziers Network Annual Winter Meeting**

WITC, Rice Lake,

8:30-3:30, Sat. Feb. 17

Special guest, John E Ikerd, is also tentatively scheduled to join members of the Graziers network and the NWRFN at a community dinner in Rice Lake. Contact Otto Wiegand for more information: [otto.wiegand@ces.uwex.edu](mailto:otto.wiegand@ces.uwex.edu)

### **Upper Midwest Organic Conference**

February 22-24, LaCrosse WI

<http://www.mosesorganic.org/umofc/intro07.htm>

### **Direct Marketing Meat Workshop (title pending)**

March 24<sup>th</sup>, WITC, Rice Lake WI

Being organized by Andrew Dane and Judy Moses

More information forthcoming

### **Your Path to the Marketplace**

A marketing workshop for artists and growers

May 5th, WITC, Rice Lake, WI

Being organized by Andrew Dane, Beverly Stencel, and Judy Moses

More information forthcoming

### **FUNDING OPPORTUNITIES**

#### **2007 Ag Development and Diversification Grant**

<http://www.datcp.state.wi.us/mktg/business/marketing/val-add/add/index.jsp>

### **NORTHWEST WISCONSIN REGIONAL FOOD NETWORK**

A grassroots group of local farmers, volunteers and agency staff working together to create a regional food system that connects consumers back to the land and provides locally produced, fresh and nutritious foods to all segments of our community while preserving the region's environment and sustaining the local economy for years to come